

METHOD FOR AUTOMATICALLY ANALYZING AND IMPROVING AN AGRIBUSINESS OPERATION

ABSTRACT OF THE INVENTION

Each component agribusiness operation within an agribusiness operation
5 is characterized by an array of baseline agribusiness information documented in
a strategic agribusiness plan. A set of numeric indicators of the performance of
the component agribusiness operation are identified from the baseline
agribusiness information. Target numeric indicators relating to a hypothetical
successful component agribusiness operation are maintained within a logic
10 center. Deviations between the numeric indicators relating to the component
agribusiness operation and the corresponding target numeric indicators are
identified. Possible causes of poor performance relating to the deviations are
derived from embedded logic within the logic center. A range of corrective
options relating to the group of possible causes are automatically identified.